



# THE WOODLANDS

## CONVENTION & VISITORS BUREAU

**November 10, 2009**

8:30 a.m.

MINUTES OF MEETING

BOARD OF DIRECTORS

THE WOODLANDS CONVENTION & VISITORS BUREAU

The Board of Directors for The Woodlands Convention & Visitors Bureau (TWCVB) of Montgomery County, Texas held their Meeting on November 10, 2009 in The Woodlands Township Board Room at 10001 Woodloch Forest Drive, Suite 600, The Woodlands, Montgomery County, Texas. The roll was called and those in attendance were:

Nelda Blair, Chairman

Lloyd Matthews, Treasurer

Don Norrell, Director

Claude Hunter, Secretary

Nick Wolda, TWCVB President

Karen Hoylman, Director

Fred Domenick, Director

Kent Johnson, Director

Board Director Peggy Hausman was absent from the meeting.

Also in attendance were Bret Strong, Legal Counsel for the TWCVB, The Strong Firm; Steve Sumner, Vice President of Operations & Public Safety for The Woodlands Township; Casey Snyder, TWCVB General Manager; Kelly Overbeck, TWCVB Business Development Manager; Julie DeGuerre, TWCVB Event Manager; Sharon Swaim, TWCVB Marketing Assistant.

Agenda Item No. 1 Adoption of Agenda: Chairman Blair called the meeting to order at 8:30 a.m. and called for the Adoption of the Agenda for this meeting that was developed and duly posted as required by law. A motion was made by Director Hoylman to adopt the Agenda and seconded by Director Matthews and carried by unanimous vote.

Agenda Item No. 2 Public Comment: Chairman Blair called on names from the Public Comment Roster. The following individual addressed the Board:

Bruce Tough – Asking TWCVB to support the Economic Outlook Conference at a level of \$2,500 in 2010.

A copy of the Public Comment Roster is attached to the minutes.

Next Agenda Item No. 3 Consider and approve minutes from the September 29, 2009 Annual Meeting: Motion was made by Director Domenick to accept the minutes from the September 29, 2009 meeting and seconded by Director Hoylman. Motion carried by unanimous vote and the minutes were approved.

Next Agenda Item No. 4 Consider and receive Financial Reports for September/October 2009 meetings: The October 2009 Financial Report was not ready as of the date of this meeting. We will only need to approve the September 2009 Financial Report. President Wolda offered discussion and presentation of the Financial Report for September 2009.

After the discussion, Director Matthews asked what the difference was between the sponsor amounts on page 15 versus the sponsor amount on page 16 of the September Financial Report. President Wolda explained that the sponsor amount on page 15 is the projected amount and the amount on page 16 is the actual amount collected. Chairman Blair suggested that the title on page 16 be changed to reflect this by titling the page in the future to Sponsorships Received.

After discussion, a Motion was made by Director Matthews to accept the Financial Report for September 2009 as presented. The Motion was seconded by Director Hunter and passed by unanimous vote.

Next Agenda Item No. 5 Presentation on The Woodlands Film Commission by Connie DeGuerre with the South Montgomery County Chamber of Commerce:

The Woodlands Area Film Commission hosted the first Film Professionals Event on November 6, 2009, in The Woodlands. Guests were given a tour of unique filming locations in The Woodlands area. Guests attending included location scouts, producers, the Director of the Houston Film Commission, two location scouts from the Texas Film Commission in Austin, and the national film liaison from GGP in Chicago. Each participant received a packet of information and a CD of photos for these and many other possible filming locations in The Woodlands area. A packet will be included in the minutes to be filed.

Future ideas to enhance The Woodlands Area Film Commission participation were discussed:

- Website development
- Funds to attend seminars and networking events in Houston
- Budget for food and hotels when necessary for guest visiting The Woodlands
- Budget for transportation for future location tours
- Membership in the Association of Film Commissioners International(AFCI).  
There is a \$250 application fee and \$750 annual fee
- Membership allows participation in an annual trade show hosted by afci.org and their annual meetings

Chairman Blair asked where the AFCI annual meeting is held. President Wolda responded that it is held annually in Santa Monica, California.

President Wolda asked Ms. DeGuerre to explain what the Houston CVB does in regards to the Film Commission. Ms. DeGuerre responded that the Houston CVB is a part of the Film Commission. Funding for the Film Commission has to come from outside organizations. Being a part of the Film Commission stimulates awareness to an area and brings visitors to the area.

Director Matthews asked what the requested annual amount would be to help with costs. A set amount was not decided. Chairman Blair suggested that this should be a future agenda item for another meeting. President Wolda offered it will be discussed further at this meeting in Agenda Item No. 12.

Next Agenda Item No. 6 Consider and approve meeting dates for 2010: The Woodlands CVB proposes the following meeting dates for 2010:

- Tuesday, January 12, 2010
- Tuesday, March 9, 2010
- Tuesday, May 11, 2010
- Tuesday, July 13, 2010 (Annual Meeting)
- Tuesday, September 14, 2010
- Tuesday, November 9, 2010

Each meeting occurs on the second Tuesday of each month.

Director Domenick offered that these dates conflict the Houston Hotel Association monthly meetings. Chairman Blair asked for approval of these dates with the option to make changes if they are needed.

A Motion was made by Director Matthews to approve the 2010 CVB Board meeting dates as presented. The Motion was seconded by Director Hoylman and passed by unanimous vote.

Next Agenda Item No. 7 Discussion of The Woodlands merchandise for visitors:

President Wolda offered this as a discussion item only and there was a handout. This is being brought to the TWCVB Board for discussion. It was discussed at TWCVB Marketing Committee recently. It has been recognized there are numerous requests for Woodlands merchandise to be made available for purchase by visitors and/or residents.

Discussion was offered from Director Hoylman regarding the Chamber program. It was contracted through Bev Earl with Corporate Incentives. The program ran for about a year. There are three possible outlets available for use: Market Street, The Woodlands Mall and The Chamber offices. There is the question of inventory storage and to keep the items for sell simple like caps and shirts.

Chairman Blair offered that she has contacted The Woodlands Development Company as they hold the license on the name *The Woodlands* and Bev Earl holds the license to manufacture the products and she is ready to get started. Also, there will need to be a person at the point of sell and will need to start only with a small scale of items to be sold. It was suggested that maybe a local retailer might be interested in carrying the products. This could solve the issue of cash handling and storage.

Director Domenick offered that his hotel guests are constantly looking for items to buy and he would be happy to carry some of the merchandise in the gift shop at The Waterway Hotel.

TWCVB will continue its pursuit of research on this item.

Next Agenda Item No. 8 Consider and act upon approval for the 2010 Economic Outlook Conference Agreement with the South Montgomery County Woodlands Chamber of Commerce: TWCVB has been approached by the South Montgomery County Woodlands Chamber of Commerce to sponsor the 24<sup>th</sup> Annual Economic Outlook Conference. The conference is scheduled for February 26, 2010 at The Woodlands Resort and Conference Center. This conference is expected to draw 500+ business professionals. As a sponsor, TWCVB would have presentation time on the program. The level of sponsorship would be at \$2,500.

A Motion was made by Director Matthews to approve a sponsorship for the 2010 Economic Outlook Conference in the amount of \$2,500. The Motion was seconded by Director Johnson and passed by vote. Director Hoylman obtained from voting.

Discussion offered by Director Norrell offered that The Woodlands Township was a sponsor at \$2750. The benefits TWCVB and The Township differ. It would be \$2750 for The Woodlands Township to attend and have guests as a sponsor and \$2500 for TWCVB to sponsor providing an opportunity to promote itself to the 500+ businesses.

President Wolda will draft up what will be promoted by TWCVB and what benefits will be received by TWCVB.

Next Agenda Item No. 9 Receive an update on Fall Events in The Woodlands: No Board action needed.

**Fall Event Update** (Presented by Julie DeGuerre)

**1. Live at Five Wrapup(Special Tribute Series)**

The special Tribute Live at Five series was held every Wednesday in October 2009 at Waterway Square. Entertainment ranged from a tribute to American Rhythm & Blues to Motown, Jazz, and Classic Rock and Roll. The series ended with The Kelly Peters Trio.

**2. Live at Lunch Wrapup**

This live music program occurred every Tuesday at lunch time with live music by Ramon Torres at Waterway Square.

Survey Results combined from both events included: (based on 100 surveys)

- 35 different zip codes were represented
- 66% attended from South Montgomery County
- 34% attended from outside South Montgomery County
- 53% planned on spending \$25 or less
- 58% planned on shopping before or after the event
- 61% planned on dining before or after the event
- 88% had previously visited Waterway Square
- 81% said the event is what brought them to Waterway Square

Kelly Overbeck, TWCVB Business Development Manager, secured sponsors to be present during the Live at Lunch and Live at Five events to provide food and beverages. Sponsors include Kirby's, Crush, Jasper's, Rio 24, Rise & Dine, Americas, Tesar's, Berripop, Which Wich and the University of Phoenix.

### **Holiday Events Update** (Presented by Julie DeGuerre)

- November 14 &15, Preview of Ice Rink, northeast corner of Six Pines & Lake Robbins Drive
- November 21, 27<sup>th</sup> Annual Lighting of the Doves & iWOW, Town Green Park and along The Woodlands Waterway
- November 21, Opening of The Ice Rink & Donoho's Jewellers Winter Wonderland
- At time of this meeting, sponsorships were 104%. This is 4% over the sponsorship goal.

### **Marketing for the Holidays** (Update by Julie DeGuerre)

TWCVB will be promoting the holidays through an advertising program in the Conroe Courier, Conroe Courier Plus, Lake Conroe Plus, The villager, Kingwood Observer, Atascocita Observer, Humble Observer, Spring Observer East, Spring Observer West, 1960 Sun Klein, 1960 Sun Champions, the Potpourri in Tomball and Magnolia, the Houston Community Newspapers, Houston Chronicle Holiday Special Section, ReviewIt Magazine, Business Today and the Holiday Spring Observer.

The events will also be marketed at various holiday events that TWCVB will be participating in such as the Holiday Festival at Alden Bridge, iWOW booth, Lighting of the Doves booth, Nutcracker Market in Houston and The Ice Rink sponsor party.

### **President's Report**

President Wolda handed out a Waterway Square schedule of events being produced for the Parks and Recreation Department. There will be a holiday tree at Waterway Square.

A meeting was held with the Parks and Recreation Department to discuss ideas for 2010. One of the events discussed was a fashion week possibly in April 2010.

Summer Nights and Waterway Lights will be brought back in the summer months of 2010.

Waterway Wednesdays is produced by the Parks and Recreation Department and will produce daytime events for the public to come to Waterway Square for activities.

A Fourth of July meeting was held with the July Fourth Parade Committee members to discuss moving the parade to July 3 since the Fourth of July falls on a Sunday in 2010 and would conflict with church services in the morning. The parade has been moved. The Star Spangled Salute will remain July 3 on Saturday night. The Red, Hot and Blue Festival will remain on the Fourth of July as well as the fireworks.

We have partnered with the City of Shenandoah and for focusing on a program particularly targeting toward sport groups. We will be starting our group sales initiative in 2010. TWCVB will create packages to promote the facilities, hotels and amenities available in The Woodlands. TWCVB is featured in the Sports Texas Facility Guide produced by *Texas Monthly*.

**Board Announcements:**

Chairman Blair offered that there is a 3-page story in the Continental Magazine which features The Woodlands and its 5 million square feet of shopping.

**Agenda items for next meeting:**

- Possible date changes in the 2010 meeting schedule for TWCVB Board
- Further discussion of the Film Commission
- Group Sales Initiative

Chairman Blair called for Adjournment. Motion to adjourn made by Director Hoylman and seconded by Director Hunter and carried by unanimous vote. Meeting adjourned at 9:15 a.m.